

JAKKS Pacific's CDI Division Recognized with Two Licensing Excellence Awards

CDI's Black & Decker® Jr. Role Play Toys Honored by LIMA, and Barbie® Pet Vet Center Received Mattel Licensing Award

LICENSING International Expo 2010

MALIBU, Calif.--(BUSINESS WIRE)-- JAKKS Pacific, Inc.'s (NASDAQ:JAKK)

Creative Designs International (CDI) division was recognized with two Licensing Excellence Awards at the 2010 Licensing International Expo in Las Vegas. The International Licensing Industry Merchandisers' Association (LIMA) recognized CDI as the *Best Corporate Brand Licensee of the Year - Hard Goods* for its line of Black & Decker® Jr. role play toys at the annual LIMA Opening Night Awards Ceremony. Mattel also honored CDI at the Mattel Brands Key Partners Summit at Licensing International Expo with the *Licensed Product of the Year* award for the Barbie® I Can Be... Pet Vet Center product.

JAKKS had two additional LIMA Awards nominations for *Best Character/Toy Brand Licensee of the Year – Hard Goods* for Club Penguin® products, and *Best Sports/Sports- Themed Entertainment Licensee of the Year - Hard Goods* for its Ultimate Fighting Championship® action figures and playsets line.

“We are thrilled to receive these two very prestigious honors from LIMA and Mattel for our Black & Decker and Barbie brands, respectively. They validate our dedication to offering innovative role play products that resonate with children around the world,” said Michael Rinzler, President, JAKKS' CDI division. “We will continue to bring imagination to life through the combination of top, licensed brands and terrific play patterns. We extend heartfelt thanks to everybody who touches every product that CDI makes.”

“The Barbie brand believes role play leads to real life. The brand provides girls the opportunity to try on different roles and careers from a movie star to a president to a veterinarian. The Barbie® I Can Be... Pet Vet Center by CDI is a perfect example of bringing that opportunity to life,” said Stephanie Cota, Senior Vice President, Barbie Marketing.

“CDI has done a stellar job bringing the Black & Decker brand to children and families worldwide with a line of high quality role play products,” said Dan Valenti, Director of Marketing, Stanley Black & Decker. “We congratulate the team on this well-deserved recognition.”

About JAKKS Pacific, Inc.

JAKKS Pacific, Inc. (NASDAQ:JAKK) is a leading designer and marketer of toys and consumer products, with a wide range of products that feature some of the most popular brands and children's toy licenses in the world. JAKKS' diverse portfolio includes Action Figures, Electronics, Dolls, Dress-Up, Role Play, Halloween Costumes, Kids Furniture, Vehicles, Plush, Art Activity Kits, Seasonal Products, Infant/Pre-School, Construction Toys and Pet Toys sold under various proprietary brands including JAKKS Pacific®, Creative Designs International™, Road Champs®, Funnoodle®, JAKKS Pets™, Plug It In & Play TV Games™, Girl Gourmet™, Kids Only!™, Tollytots® and Disguise™. JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Disney®, Nickelodeon®, Warner Bros.®, Ultimate Fighting Championship®, Hello Kitty®, Graco® and Cabbage Patch Kids®. www.jakks.com

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